

letter:

WNTC Radio Survey Results

To the Editor:

On the week of February 12th a survey was conducted by the staff of WNTC. This gave the 412 students questioned an opportunity to voice their views about either college radio station, and it allowed us at WNTC to find out what percentage of the student body listens to the college radio stations. It also allows us to find ways to make ourselves better for you.

Although this is written by a WNTC staff member, it contains accurate information about the college radio audience. Individuals who actually performed the survey were given specific instructions not to disclose which organization they represent because this may bias the results. The views expressed below are those of the people questioned and not necessarily those of the staff and management of WNTC and WTSC.

The area encompassed included Price and Graham dorms, the Quad, Pit, Moore House, Holcroft, and Woodstock Village. An attempt was made to contact one individual from each dorm room on campus.

The data sample is considered large enough to be representative of the entire student body.

When asked about how long the radio is on in one day 29% of the students said less than one hour a day, 28% said one to three hours while 42% of the student body listens to the radio more than 3 hours per day.

When asked which radio station students listened to the most the student body responded: 34% WNTC; 28% CHEZ 106, the 3rd most listened to station was a tie between CHOM 97.7 and WTSC, each with 14% of the listening audience. If the students decided to change the dial the figures looked like this: 26% WTSC; 23% WNTC; 22% CHEZ 106 and 14% WPDM. Third choice listening preferences among students are: 26% WNTC; 22% WTSC; 18% CHEZ, and 14% WPDM.

With results such as these it is very accurately estimated that both college radio stations reach a combined audience of 85-90% of the student body on any particular listening day.

This makes all students direct participants in college radio in one form or another.

One third of the listening audience wished they could hear more national and local (college) news on the radio. (One individual said he wasn't aware former vice president Rockefeller was dead one week

In general the audience liked contests on the radio and stated that the disc jockeys were doing a fair job.

Sixty-eight percent of the audience listened to special programming such as jazz hour, Special of the Week, and American Top 40 Countdown. An overall observation of the results shows that people in Moore House and Woodstock Village listen to CHEZ 106 by a 3:1 ratio—more than any other radio station.

When given a chance to express an opinion about either school radio station, the students gave both favorable and unfavorable comments about each station. Forty percent of the student body feels WNTC plays too much top 40 and

disco. Forty percent of the students feel that WTSC is "never" on the air when they wish to listen. The students really enjoy listening to the WTSC jazz hour but dislike the half hour news show aired nightly. Students stated that news should be brief, preferably less than 5 minutes in length and aired 3 times nightly.

Listeners felt the music on WNTC sounded more consistent from dj to dj than on WTSC. This is due to a much tighter programming format at WNTC. The student body also feels that WTSC dj's do not relate well to their audience and even sound high at times. Students also found that the "flaming" style of WNTC dj's became annoying and interfered with study habits.

As a result of the survey, changes have already been made in WNTC. Every attempt is being made to keep disco songs off the heavy air play lists when possible. It was observed from examining over 5000 requests this semester

alone that students tend to request the same music over and over again. To help eliminate the frequent repetition of songs WNTC dj's are being restricted on the number of requests they may play in an hour. As a substitute, a varying selection of Rock and Roll songs are being played. This helps eliminate frequent song repetition and forces less disco and top 40 over the cable. In addition to this, WNTC dj's are required to wait longer periods of time between repeating album cuts. If a song is extremely overplayed it may even be removed from the studios for a few days.

The college radio stations are providing a service to the students and the Potsdam community and we at WNTC thank all those students for voicing their opinions. Listen to WNTC for future changes in the station to help us better serve you.

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